

# Tomorrow's Contact Centre

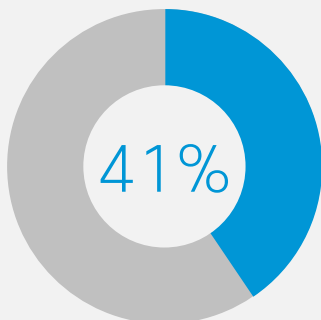
## Is Your Contact Centre Delivering What Customers Want?

Customers behaviours, needs and expectations are dramatically changing – if your contact centre is not, then you are most certainly falling behind in delivering the right customer experience.

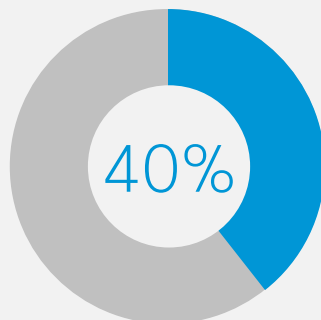
In meeting customer expectations you need to understand what they view as important and then make sure that you are accessible in the way they want to interact with you.

### Customers Need To Feel Valued

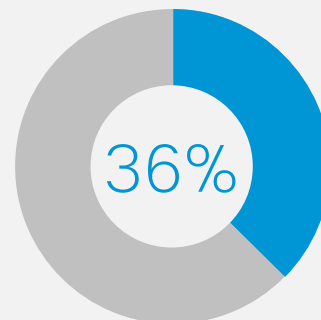
When customers were asked about the two most important factors for them when calling a service provider or retailer, the overwhelming response related to Customer Experience, in particular being treated as a valued customer.



The person who answers the phone handles the whole of my call.



They treat me as a valued customer.

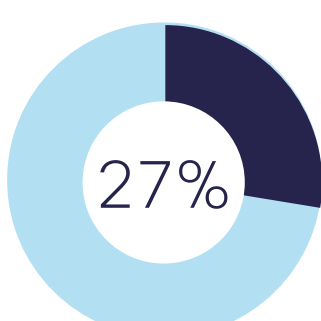


They answer the phone quickly.

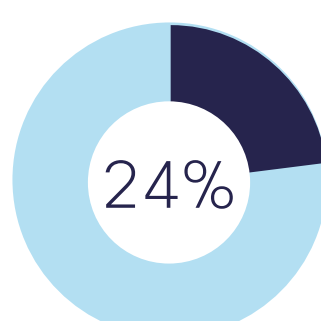
Source: CCA Consumer Survey Results September 2013

### New Channels Must Provide A Connected Journey

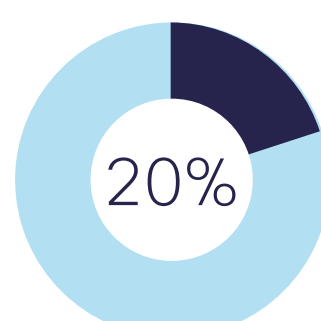
We asked the same question again but this time asked customers to specify which two factors would be important if they were using an app on a smartphone or tablet device to access an organisations products or services. What now becomes important is the Connected Journey.



The person who answers the phone handles the whole of my call.



They know my transactions via the app.



They are familiar with my previous dealings with them.

Source: CCA Consumer Survey Results September 2013

## It Is No Longer Just About The Phone...

...And it is not just about email and web either. The emerging channels are now important, particularly when you drill down on the type of conversation customers want to have.

Preference for the new channels is growing rapidly so can no longer be ignored.

Customers are more likely to buy after a positive experience, but you won't hear about it unless you have the new channels open.

When customers are unhappy they want a direct interaction with you.

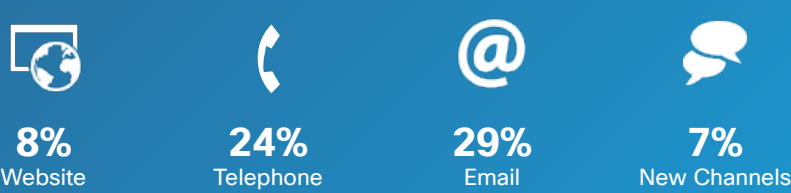
#### When Enquiring About A Product Or Service:



#### When Providing Positive Feedback:



#### When Complaining:



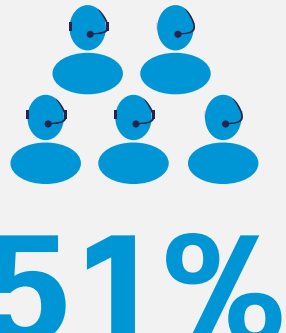
Source: CCA Consumer Survey Results September 2013

## Contact Centres Need To Get It Right Or Customers Will Simply Leave



of UK adults expect a query to be resolved immediately.

Source: callcentrehelper.com 2013



of consumers say they are irritated at having to repeat information to different people.

Source: UKCSI 2012, Institute of Customer Service



of UK adults would change supplier based on a poor experience with the contact centre.

Source: callcentrehelper.com 2013



## How To Align Your Contact Centre With Customer Needs

At Cisco we believe three characteristics need to come together to enable differentiated customer service. Contact centre processes and technology should be:

### Simplified

Making It easy for your customers to connect with you and interact with the right person, first time.

### Agile

Providing customers with the flexibility to use their preferred method of interaction at that particular moment in time.

### Connected

Providing customers with a consistent experience and fully connected journey across all interactions and all media.